C TH 000384

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Th Re Application of)	
) For:	E-MAIL SOFTWARE AND
Paul E. Jacobs <i>et al</i> .)	METHOD AND SYSTEM FOR
)	DISTRIBUTING
,)	ADVERTISEMENTS TO CLIENT
Serial No. 09/728,694)	DEVICES THAT HAVE SUCH E-
)	MAIL SOFTWARE INSTALLED
)	THEREON
Filed: December 1, 2000)) Group No.	2152

LETTER TO OFFICIAL DRAFTSMAN TRANSMITTING FORMAL DRAWINGS

Commissioner for Patents Washington, D.C. 20231

Dear Sir:

Enclosed are forty-two (42) sheets of formal drawings.

Respectfully submitted,

Dated: March 23, 2001

By:

Robert J. O'Connell

Registration No. 44,265

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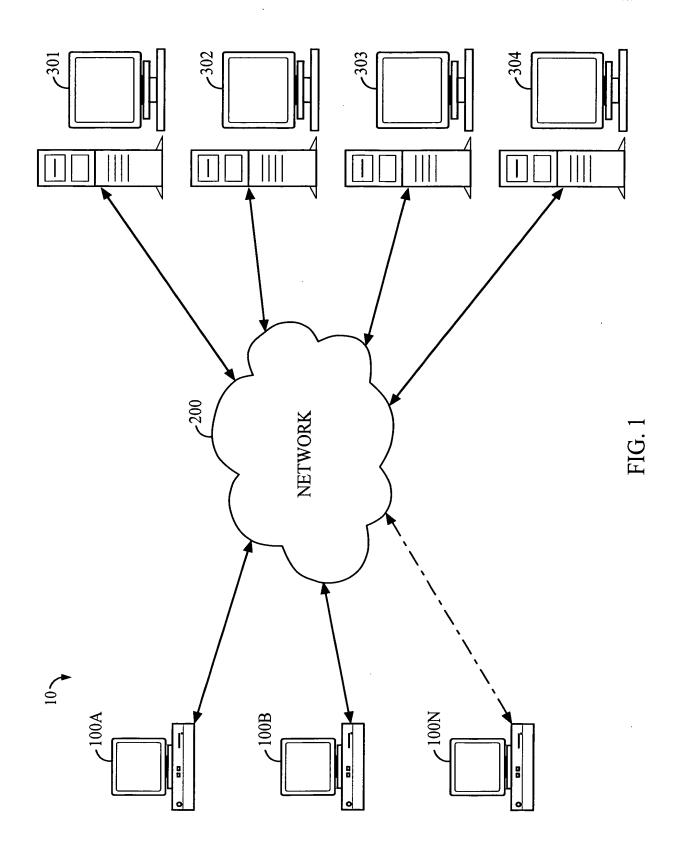
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231, on:

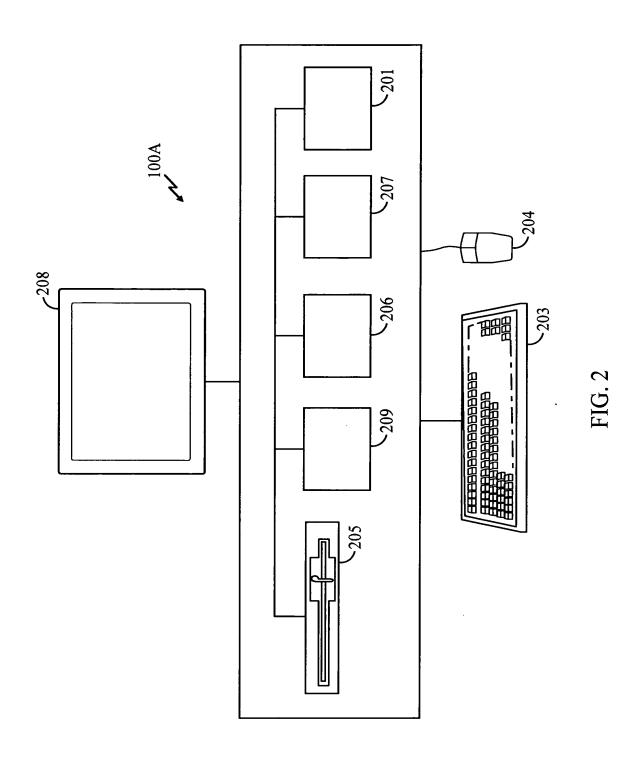
March 23, 20

Date of Depos

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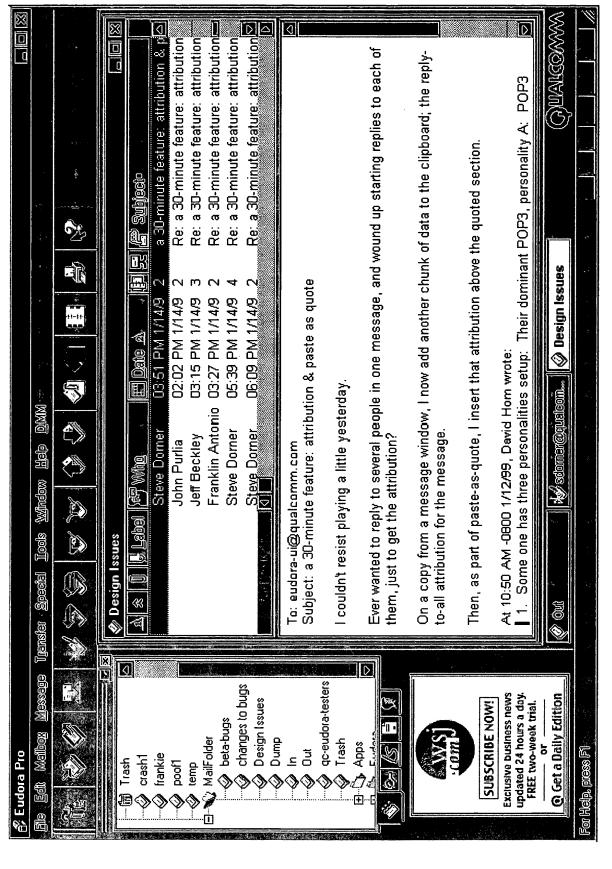


FIG. 3A

- - 1

Ö.

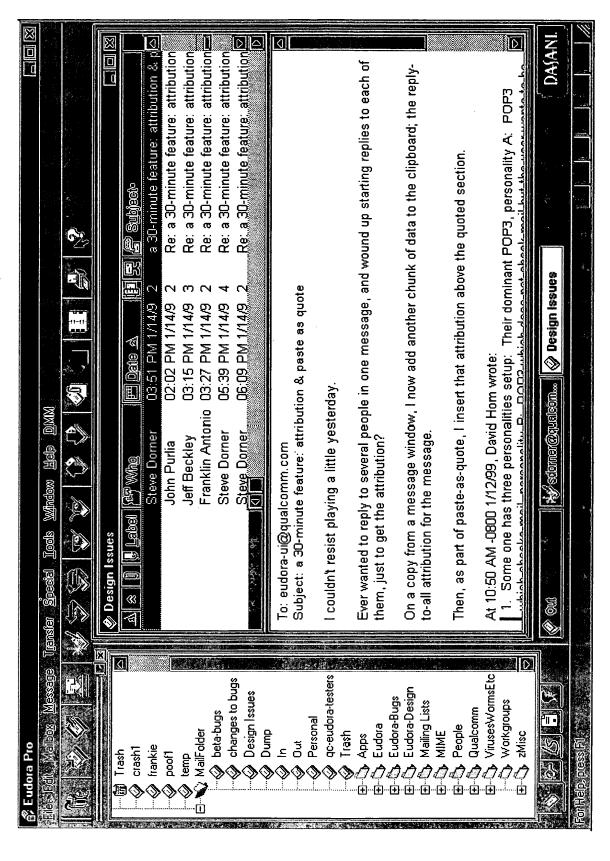
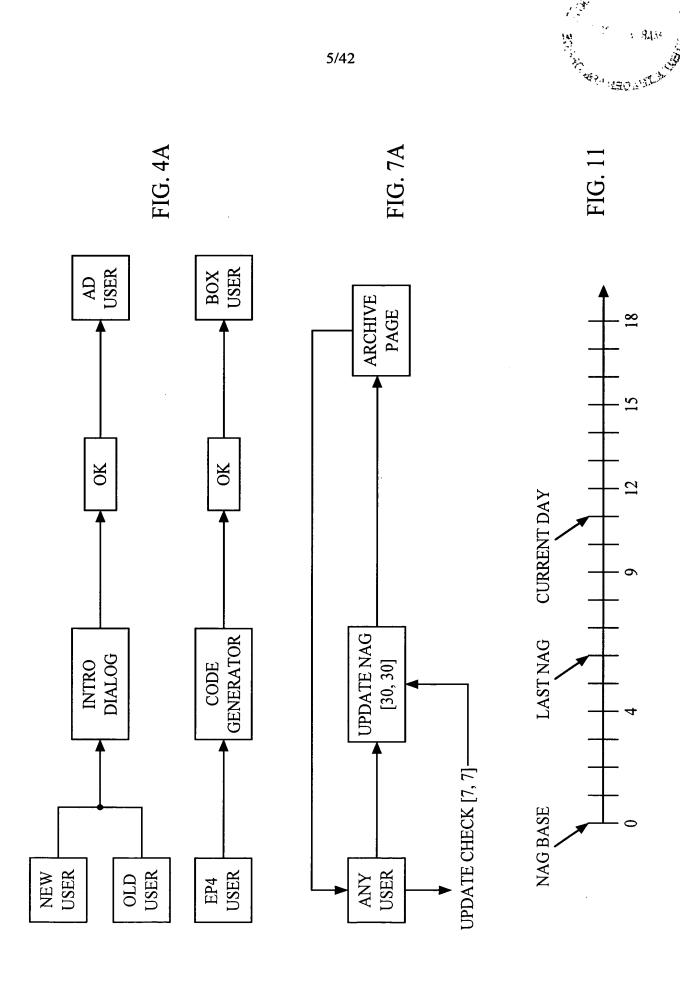


FIG. 3B

5910





WELCOME TO EUDORA!

MODE. UNLESS YOU CHANGE MODES, EUDORA WILL RUN IN SPONSORED MODE, MEANING EUDORA IS NOW LICENSED IN THREE WAYS; SPONSORED MODE, PAID MODE, AND LIGHT IT WILL DISPLAY ADS. WE HAVE DONE OUR BEST TO PRESENT THE ADS IN A WAY THAT RESPECTS THE WORK YOU DO IN EMAIL. BY ALLOWING EUDORA TO DISPLAY ADS, YOU GET THE FULL POWER OF EUDORA FOR FREE AND WE CAN STILL PAY OUR BILLS.

IF YOU DECIDE THE ADS ARE NOT FOR YOU, YOU CAN CHANGE MODES. PAID MODE SHOWS NO ADS. CURRENT EUDORA PRO 4.X USERS WILL BE ABLE TO UPGRADE TO PAID MODE FOR FREE. OTHER USERS WILL BE ABLE TO PAY A LICENSE FEE TO GO TO PAID MODE. AT THIS STAGE IN TESTING, THE MACHINERY FOR PAID MODE IS NOT FULLY TESTED, AND PAID MODE IS UNAVAILABLE. LIGHT MODE ALSO SHOWS NO ADS, BUT HAS MANY FEWER FEATURES.

TO SWITCH FORMS OF EUDORA, PLEASE USE THE "PAYMENT & REGISTRATION" ITEM IN THE HELP MENU. TO LEARN MORE ABOUT THE THREE MODES, CLICK ON THE "TELL ME MORE" BUTTON BELOW.

TELL ME MORE

OK

FIG. 4B

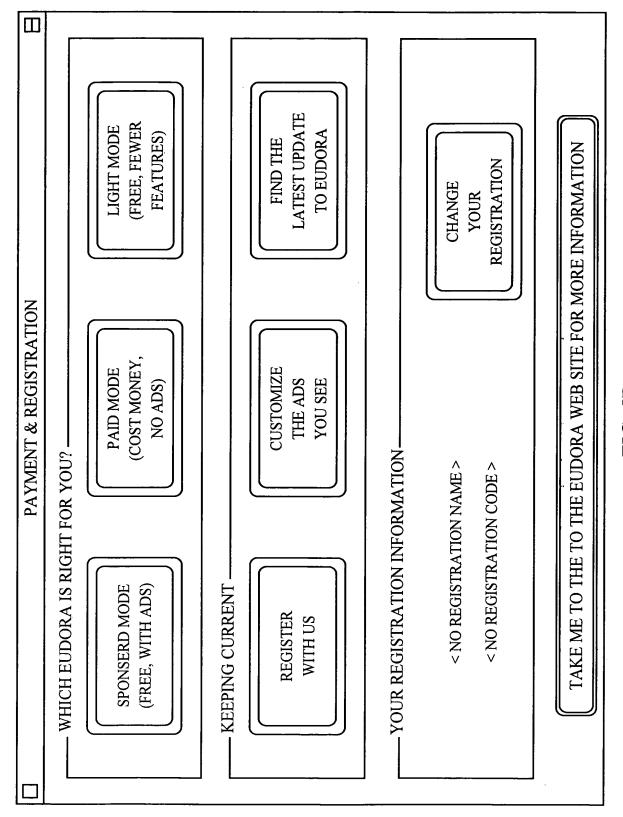


FIG. 5B

AS A REGISTERED USER OF EUDORA WE WON'T NAG YOU AS OFTEN AS WE DO. WE'LL ALSO ERECT A GIANT STATUE IN YOUR IMAGE ON THE FRONT LAWN OF OUR CORPORATE HOW COOL IS THAT? C'MON... REGISTER! IT'S FUN AND EASY! WOULD YOU LIKE TO REGISTER YOUR COPY OF EUDORA? -(* GIANT STATUE OFFER VOID ON THE PLANET EARTH) HEADQUARTERS (*).

TAKE ME TO THE REGISTRATION PAGE

MAYBE LATER

FIG. 5C



YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE - THANKS FOR CHOOSING TO REGISTER EUDORA! REGISTRATION IS COMPLETE:

- EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR REGISTRATION
- WE'LL FILL IN SOME SIMPLE REGISTRATION INFORMATION ON THE WEB SITE
- WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU
- THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION
- TA DA! YOU'LL THEN BECOME A REGISTERED USER OF EUDORA... THANKS!

CANCEL

CONTINUE

FIG. 5D



- THANKS FOR CHOOSING TO PURCHASE EUDORA!

YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE YOUR PURCHASE IS COMPLETE:

- EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR PAYMENT & REGISTRATION PAGE
- YOU'LL BE ASKED TO PROVIDE YOUR PAYMENT AND REGISTRATION INFORMATION ON THE WEB SITE
- WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU
- THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION
- TA-DA! YOU'LL THEN BECOME A PAID MODE USER... CONGRATULATIONS!

CANCEL

CONTINUE

FIG. SE

BRED						OK OK
E NAME YOU REGISTI						CANCEL
—THANK YOU FOR YOUR REGISTRATION!————————————————————————————————————	YOU REGISTERD UNDER:	LAST NAME:	MANYJARS	DE:		
THANK YOU FOR YOUR R. TO COMPLETE YOUR REGIS' UNDER AND YOUR REGISTR	THE EXACT NAME YOU R	FIRST NAME:	JOHN	YOUR REGISTRATION CODE:	48925-89A2-B1149	1 LOST THE CODE

FIG. 5F

POWER OF THE FULL VERSION. HERE ARE SOME OF THE FEATURES YOU WOULD BE GIVING UP, WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL CLIENT, IT LACKS THE DO YOU REALLY WANT TO SWITCH TO THE LIGHT VERSION OF EUDORA? WITH CHECKMARKS NEXT TO THE ONES YOU'RE USING NOW:

 \Box

b CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE

▼||||

- 6 MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL
- **b** MORE POWERFUL FILTERING

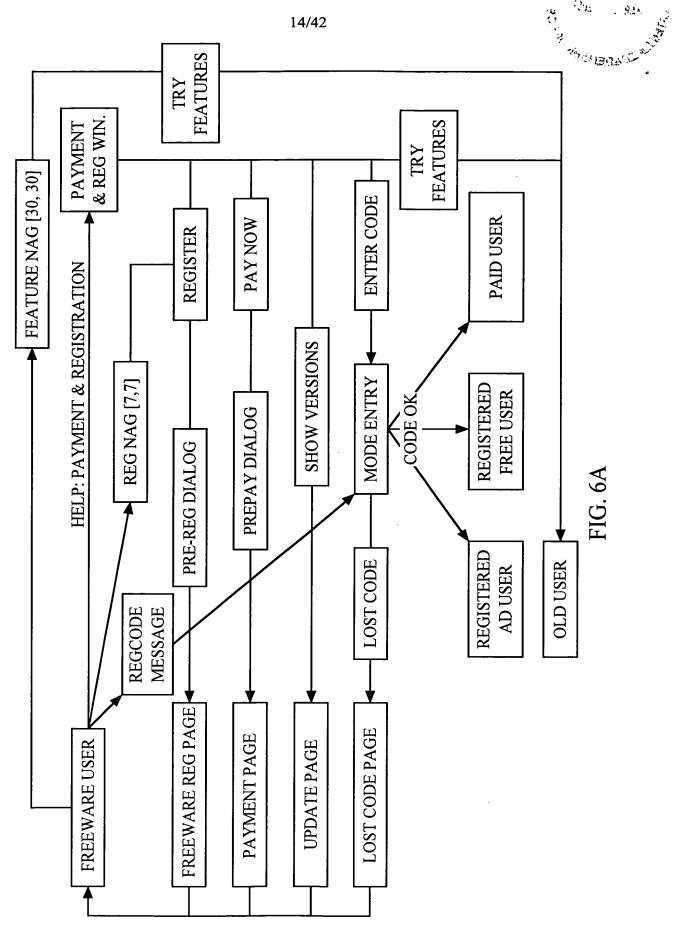
CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION

b PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER PRINT MAIL DIRECTLY FROM FILTERS YOU CAN CONTINUE TO ENJOY THE TIME-SAVING POWER OF THESE FEATURES, AT NO CHARGE, SIMPLY BY LEAVING EUDORA IN SPONSORED MODE. IF YOU REALLY WANT TO MAKE THE ADS GO AWAY BUT KEEP EUDORA'S FULL CAPABILITIES, HIT "CANCEL" AND THEN SELECT "FULL VERSION (COSTS MONEY, NO ADS)."

CANCEL

REDUCED FEATURES

FIG. 5G



⋖Ⅲ

THE POWER OF THE FULL VERSION. HERE ARE SOME OF THE CAPABILITIES YOU COULD BE USING THEY ARE DISPLAYED IN A WAY THAT'S SENSITIVE TO WHAT YOU'RE DOING WHEN YOU'RE IN WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL PROGRAM, IT LACKS ALL VERSION IS FREE BECAUSE IT IS SPONSOR-SUPPORTED. THAT MEANS IT HAS ADS IN IT, BUT TO MANAGE YOUR EMAIL (AND YOU'LL BE GETTING MORE OF IT, WE'RE SURE). THE FUL! - WOULD YOU LIKE TO TRY THE FULL-FEATURED VERSION OF EUDORA?

 \prod

MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL

MORE POWERFUL FIL TERING

CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER PRINT MAIL DIRECTLY FROM FILTERS

THESE FEATURES WILL BE TURNED ON AUTOMATICALLY, AT NO CHARGE, WHEN YOU CLICK ON THAT ENTICING BUTTON BELOW. (C'MON...TAKE A CHANCE.)

CANCEL

WOW! I WANT TO TRY ALL THE FEATURES!

FIG. 6B



THERE ARE UPDATES AVAILABLE TO EUDORA

Ш

YOU HAVE EUDORA VERSION 4.1. THE FOLLOWING UPDATES HAVE BECOME INFORMATION ON ANY OF THESE UPDATES, SIMPLY FOLLOW THE LINKS. IF AVAILABLE SINCE THIS VERSION WAS RELEASED. IF YOU'D LIKE MORE YOU'D RATHER WE NOTIFY YOU OF UPDATES, FOLLOW THIS.

EUDORA 5.3

THIS IS A MAJOR UPGRADE, WITH GREAT NEW FEATURES LIKE AUTOMATIC

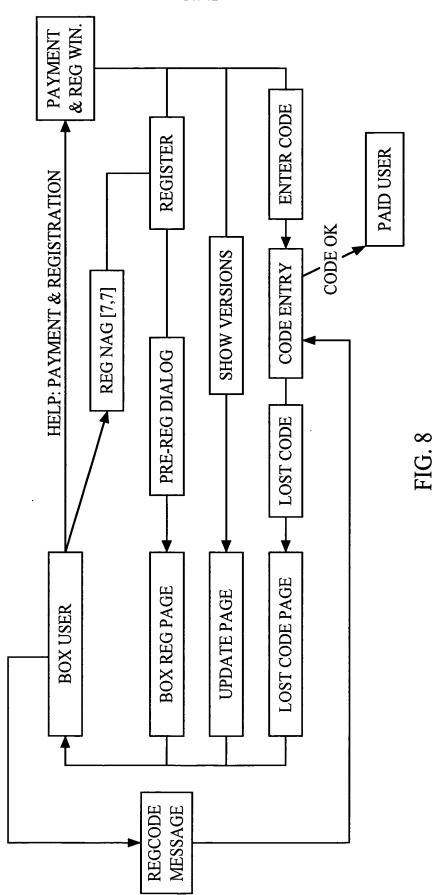
EUDORA 4.2

THIS UPDATE IS MOSTLY BUG FIXES. THIS UPDATE IS FREE TO YOU.

PRINTED MANUAL

YOU CAN BUY A PRINTED MANUAL FOR EUDORA.

FIG. 7B



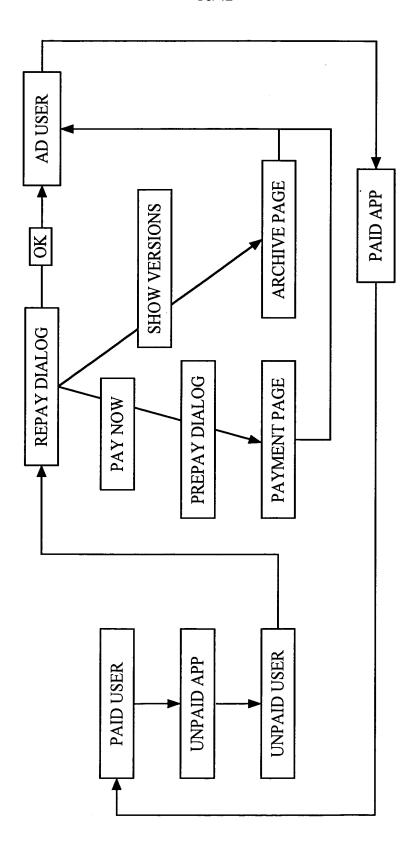


FIG. 9

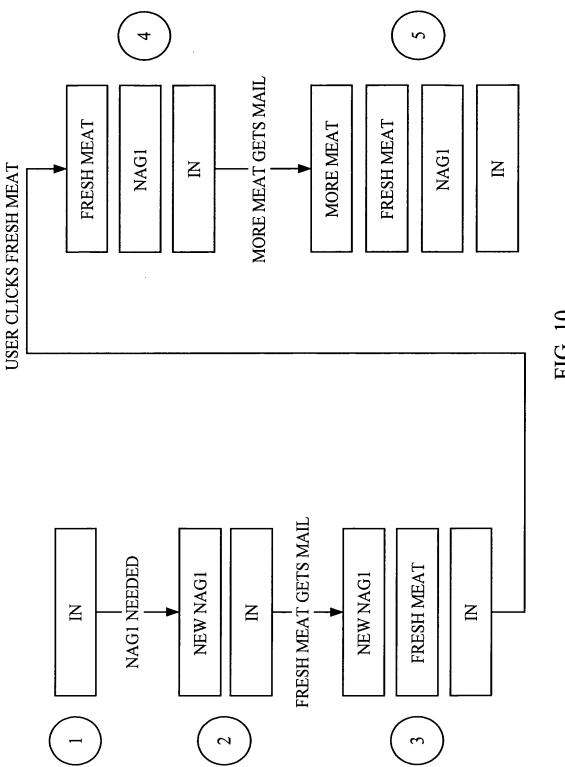


FIG. 10

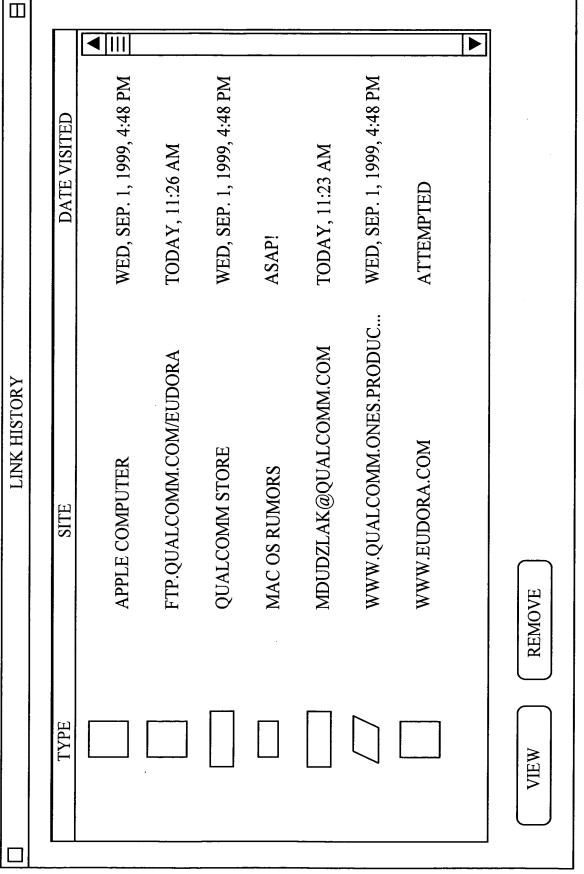


FIG. 12A

1.		G 6	
To the	1284	. Z Pápi	2
	O CONTRACT	450.45°	\$ '

– YOU CAN'T GET THERE FROM HERE —		
YOU'RE NOT CONNECTED TO THE INTERNET NOW. HELP ME COPE. CONNECT YOU AND VISIT THE SITE, RECORD A BOOKMARK FOR LATER REMIND YOU TO VISIT IT NEXT TIME YOU ARE CONNECTED.	P ME COPE. ARK FOR LATER TED.	
CONNECT TO THE INTERNET AND VISIT T	VISIT NOW	
BOOKMARK THIS SITE TO VISIT L	BOOKMARK	
BOOKMARK THE SITE, AND REMIND YOU YOU'RE CONNECTED TO THE INTER	REMIND ME	
☐ REMEBER YOUR CHOICE FOR NEXT TIME		

FIG. 12B

AVERAGE CONNEC. SPEED, Xbps AVERAGE AD SIZE, Xbps/cm 9.3 NUMBER OF USERS NUMBER OF HOURS RUNNING EUDORA 2 NUMBER MAILCHECKS PER USER PER HOUR 2 PLAYLIST ENTERY SIZE, BYTES 500	ASSUMPTIONS	
8,000, UDORA IR PER HOUR	AVERAGE CONNEC. SPEED, Xbps	28.8
8,000, UDORA IR PER HOUR	AVERAGE AD SIZE, Xbps/cm	9.3
UDORA IR PER HOUR	NUMBER OF USERS	8,000,000
R PER HOUR	NUMBER OF HOURS RUNNING EUDORA	2
	NUMBER MAILCHECKS PER USER PER HOUR	5
	PLAYLIST ENTERY SIZE, BYTES	200

IG. 13A

						1			·	•
	PLAYLIST	/sdqX	100,000	USERS	0.0	0.1	0.1	0.1	0.1	0.2
	8 x USERS	PLAYLIST	BAND-	WIDTH, Xbps	4	5	7	6	11	12
	AVG.	CONN-	EC	1000,	2.4	3.6	4.8	0.9	7.2	8.4
TIONS	AD	Xbps/	100,000	USERS	0.8	1.3	1.7	2.1	2.5	2.9
IMPLICATIONS	8x USERS	AD BAND-	WIDTH,	Xpbs	<i>L</i> 9	101	135	168	202	235
		# SECONDS	ADDED PER	CHECK	9	10	13	16	19	23
	# SECONDS		LOA]	†	56	39	52	65	78	06
	# OF NEW	ADS PER	USER PER	DAY	10	15	20	25	30	35

FIG. 13B



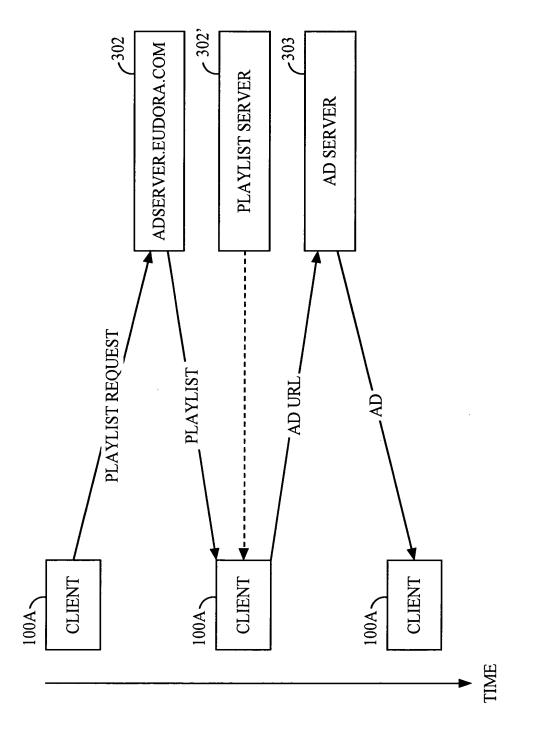


FIG. 14

```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
do AdEndBookkeeping
// Pop out of a block if all ads on par
if (block isn't all playlists)
find ad with minimum ad.numberShown
if (ad.numberShown >= blockGoal)
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
do ShowARunout
else
Do ShowARegularAd
// end ad schedule main
```

```
// We must perform certain tasks when the calander day
changes.
CheckForNewDay
{if (the calander day has changed)
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if (ad.thisShowTime > 0)
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
ad.numberShownToday = 0
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
// end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this runout today?
if (ad.numberShownToday > ad.dayMax)
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if (ad.shownFor > ad.shownForMax)
try next runout ad // this one's used up forever
// are we between the ad's start and end date?
if (ad.startDate < the current date < ad.endDate)
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
// end ShowARunout
```



```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// is this ad recent enough to rerun?
if (ad.lastShownDate is older than returnInterval)
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if (ad.numberShownToday >= blockGoal)
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
}
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
// if we get here, we have no ads to show. Punt.
return
// end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this ad today?
if (ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if (ad.numberShownToday >= blockGoal)
try next add // need to find a friend in this block
// are we done showing this ad for ever and ever?
if (ad.shownFor > ad.showForMax)
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
// if we get here, we have failed to find a regular
// ad. Go to runout
Do ShowARunout
// end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if (in RerunState)
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if (ad.thisShowTime >= ad.showFor)
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this Show Time here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
// end AdEndBookkeeping
```

FIG. 15F

FIG. 15G

31/42

FIG. 15H

PLAYLIST REQUEST FACE TIME TO SEND TO CLIENT FACE TIME LEFT NOT USED TO SEND TO CLIENT TO SEND TO CLIENT REQINTERVAL REQINTERVAL FLUSH USED. SINGLE PLAYLIST COMPLETT LIST OF ADS CLIENT SHOULD HAVE LIST OF ADS CLIENT SHOULD HAVE	PERSISTANT ADS
FACE TIM REQINT 3 PARAMETE	TS
FACE TIM REQINT	FACE TIME USED TO DETERMINE HOW MUCH ADVERTISING
FACE TIM REQINT	TO SEND TO CLIENT
REQINT:	FACE TIME LEFT NOT USED
REQINTI ULING PARAMETE	VSE CLIENTINFO
ULING PARAMETE	REQINTERVAL RELATIVELY LARGE: ONE OR MORE DAYS
ULING PARAMETERS	FLUSH USED. SINGLE PLAYLIST COMPLETELY SPECIFIES
PLAYLIST RESPONSE SCHEDULING PARAMETERS	LIST OF ADS CLIENT SHOULD HAVE
	NSE SCHEDULING PARAMETERS
SHOWFORMAX NOT USED	SHOWFORMAX NOT USED

FIG. 16A

SHORT-LIVED ADS	VED ADS
PLAYLIST REQUEST	
FACE TIME NOT USED	NOT USED
FACE TIME LEFT	USED TO DETERMINE HOW MANY ADS CLIENT
	SHOULD RECEIVE
PLAYLIST RESPONSE CLIENTINFO	
REQINTERVAL	REQINTERVAL NOT USED. INSTEAD, CLIENT REQUEST NEW
	PLAYLIST WHENEVER ADS "RUN LOW".
FLUSH	FLUSH NOT USED
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX	SHOWFORMAX USED TO DETERMINE HOW LONG AN AD RUNS

FIG. 16B

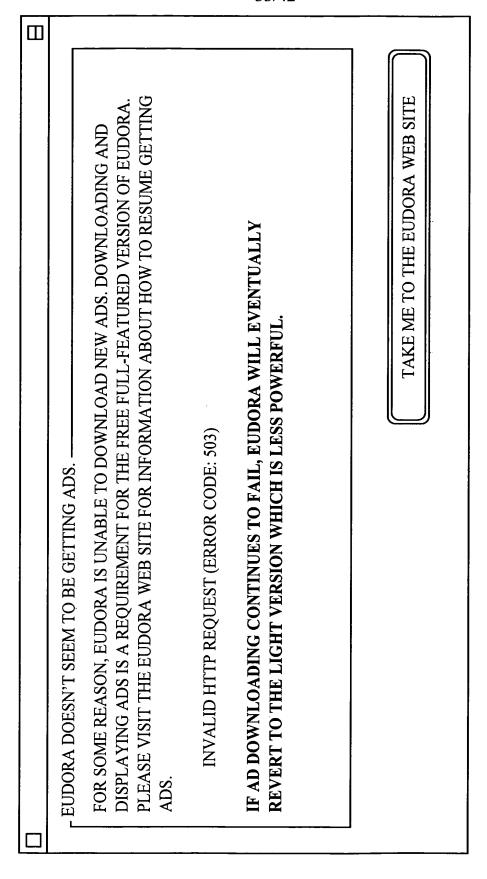


FIG. 17A



SOMETHING SEEMS TO BE COVERING THE AD.

ALL OR A SIGNIFICANT PORTION OF AN AD. THE SOFTWARE IS DESIGNED TO NOTIFY YOU WHEN THIS HAPPENS IN THE HOPES THAT YOU WILL STOP COVERING UP THE AD. IF YOU DON'T, THIS ITS PROBABLY INADVERTENT, BUT EUDORA HAS DETERMINED THAT YOU ARE COVERING UP WINDOW WILL KEEP POPPING UP (WHICH YOU WILL PROBABLY FIND QUITE ANNOYING). WE'VE ALWAYS GOT SOME GOOD STUFF UNDER DEVELOPMENT BACK AT THE HOME OFFICE, AND IT'S THE ADVERTISING IN EUDORA THAT ENABLES US TO CONTINUE TO DEVELOP THE SOFTWARE TRYING TO COVER THE ADS BECAUSE THEY'RE BOTHERING YOU. OF COURSE, YOU CAN CHOOSE ADVERTISING ISN'T ANNOYING AND WE GENUINELY HOPE THAT YOU ARE NOT DELIBERATELY FO PAY US FOR EUDORA BY CHOOSING "PAYMENT & REGISTRATION" FROM THE "HELP" MENU AND CLICKING ON "PAID FULL VERSION." OR YOU CAN REMOVE WHATEVER IS WHILE PROVIDING IT TO YOU FOR FREE. WE'VE WORKED HARD TO MAKE SURE THE OBSCURING THE AD. OK

FIG. 17B



WHY EUDORA'S FEATURES ARE BEING REDUCED AT THIS TIME, PLEASE VISIT THE EUDORA REVERT TO A LESS POWERFUL VERSION. IF YOU WOULD LIKE MORE INFORMATION ABOUT EUDORA HAS BEEN UNABLE TO DOWNLOAD ADS FOR QUITE SOME TIME AND WILL NOW WEB SITE. YOU WILL FIND INFORMATION THERE ABOUT HOW THE FULL-FEATURED EUDORA WILL NOW REVERT TO A LESS POWERFUL VERSION. -VERSION CAN BE REACTIVATED.

WE'RE SORRY FOR THIS INCONVENIENCE.

TAKE ME TO THE EUDORA WEB SITE

SADLY, OK...

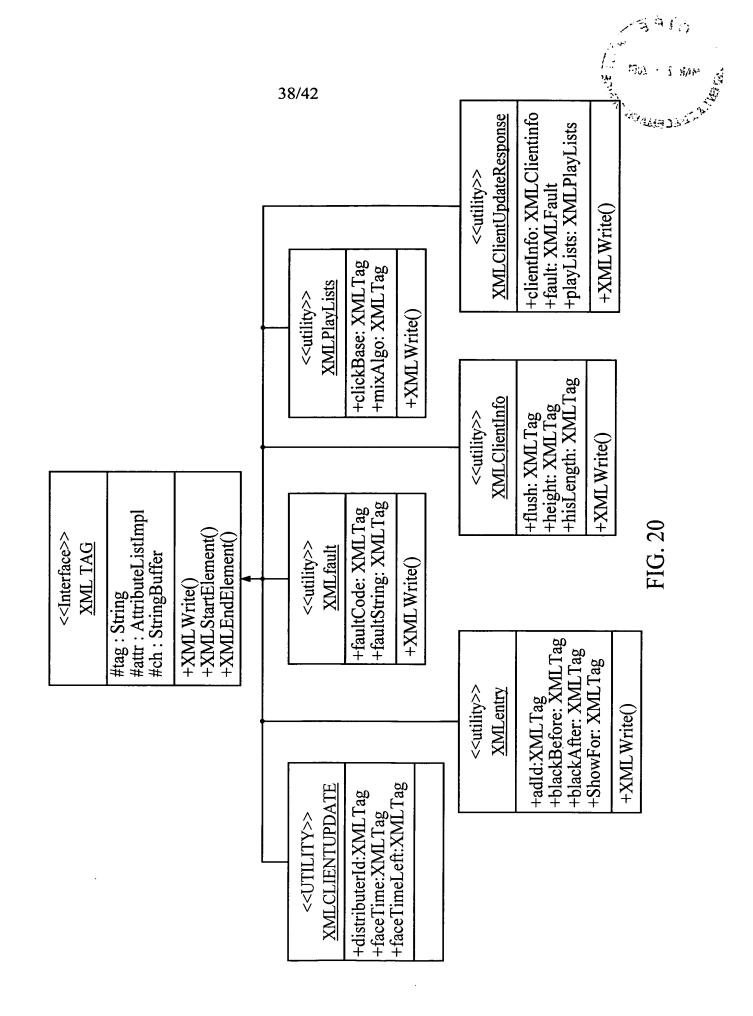
FIG. 17C

GENERATE INFO WHAT WE'LL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO AND A MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEADERS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO IF YOU'RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW PEOPLE USE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. IN ORDER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW KNOW WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR PLEASE UNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE WE VALUE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW SEND. SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND **L** EUDORA FEATURES YOU USE NOUR NET/EUDORA USAGE CANCEL IT'S OK TO TRANSMIT STATISTICS REGARDING: -AND THEN SEND IT TO US OR NOT -- THAT'S UP TO YOU. PRIVACY AND TURN YOU INTO "JUST A NUMBER." :-) WE'D LIKE TO KNOW HOW YOU USE EUDORA. [L] ADVERTISEMENT INFORMATION ■ YOU'RE DEMOGRAPHIC DATA D NON-PERSONAL SETTINGS

FIG. 18A

PAGE	7	APPLICABLE QUERY PARTS	ICA	BL	ΕQ	UE	RY	PA	RT	ကြ					
	·		BS	REALNAME	ALNAN	<u>∽</u> ≱#−	₽₽ 	<u> </u>		ASC		REGFIRST EMAIL REGLAST VAME REGCODE			
	DIST	DISTRIBUTORII VERSION	UT. SIOIS		<u></u>) ——	8-	REGLEVEI	ÆL ILE		
	PRODUCT PLATFORM	DOG S₩	<u> </u>									5	URL		
	ACTION													TOPIC	Ċ
PAYMENT	PAY	X	XX	X	X	X	X	X	$\mathbf{X} \mathbf{X}$	X	<u> </u>				
FREEWARE REGISTRATION	REGISTER-FREE	X	XXXX	X	$X \times X \times X$	×	×	X	XX						
ADWARE REGISTRATION	REGISTER-AD	X	XXXXXXXXXX	×	×	×	X	×	X						
BOX REGISTRATIONS	REGISTER-BOX	X	XX	X	XX	X	X	X	XX						
LOST CODE	LOSTCODE	ľΧ	XXXXXX	X	X	X	(X	X	$ \mathbf{X} \mathbf{X}$	X	_				
UPDATE	UPDATE	$ \mathbf{X} \mathbf{X}$	X	X	X	\vdash	┢┈	├─	\vdash	ļ	×				
PRO UPDATE	PROUPDATE	X Y	X X X X X	X	X		-	_			X				
ARCHIVED	ARCHIVED	X X X X X	X	X	X					_					
PROFILE	PROFILE	X	X X X X X	X		X	X					×			
INTRODUCTION	INTRO														
SUPPORT	N/A	X	XX	X	X	X	$\mathbf{x} \mathbf{y}$	XX	XΧ	X					
QUICK TIME MISSING	SUPPORT	$X \mid Y$	$X \mid X \mid X \mid X$	X										NO-QT	J
AD FAILURE	SUPPORT	XΣ	$X \mid X \mid X \mid X$	X										AD-FAII	AIL.
TUTORIAL	SUPPORT	$X \mid X \mid X \mid X$	XX	X	_									TUTOR	R
FAQ	SUPPORT	X	XXXX	X										FAQ	
LIGHT USERS	SUPPORT	X)	$\mathbf{x} \mathbf{x} \mathbf{x}$	X										LIGHT	
SEARCH SUPPORT	SUPPORT	XΣ	$\mathbf{X} \mathbf{X} \mathbf{X} \mathbf{X}$	X										SEARCH	CH
NEWSGROUPS	SUPPORT	XXXX	X	X										USENET	EΤ

FIG. 19



% The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT" * FROM ads WHERE StartDate<=today AND endDate>=today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

% The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.) predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow+1], ... faceTime[tomorrow+reqInterval])

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time -faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill





```
MATERIAL STAN
```

```
% Targeting
while (face time left for today) {
    if ad is not in the history {
        select ad [according to target = today]
        face time left for today -= ad.showFor
    }

heart ad

while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }

Default values:
    reqInterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days

histLength = 31 days
```

FIG. 211

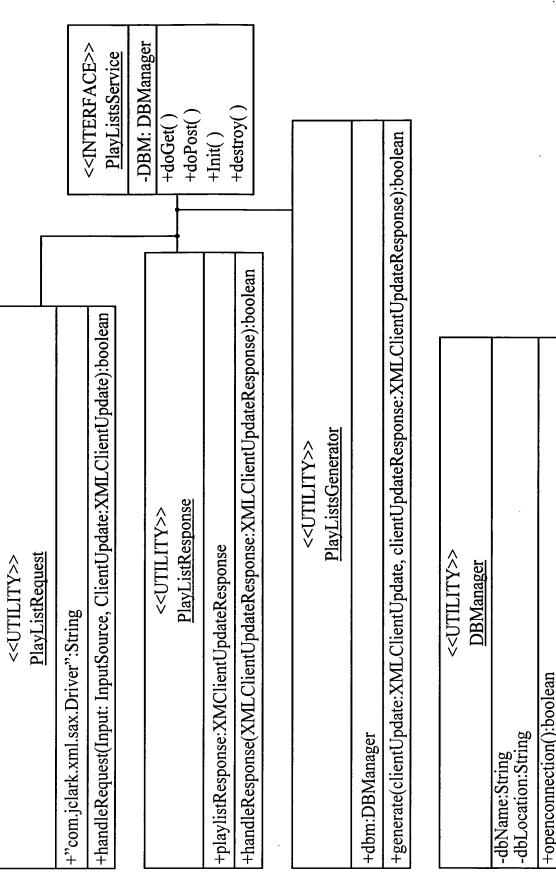


FIG. 20er

+exeSQL(startdate:SQLdate, enddate:SQLdate):boolean

+getConnection():Connection

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